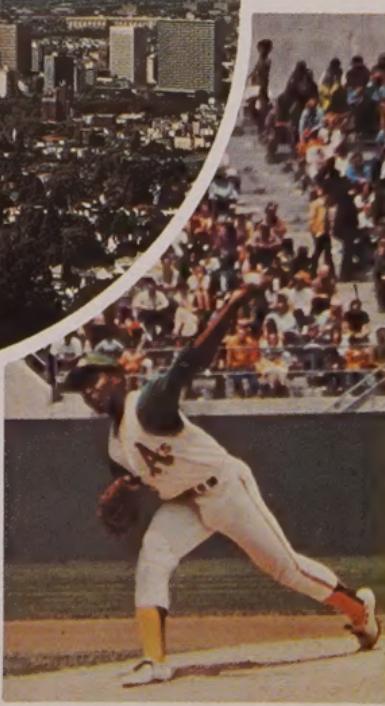


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OAKLAND

Business promotion Oakland

has everything under the sun...:



OAKLAND

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California sunshine is not a myth. It is vibrantly alive and flourishing in Oakland. Because of the absence of traditional seasons, Oakland is bathed in sunshine the year around.

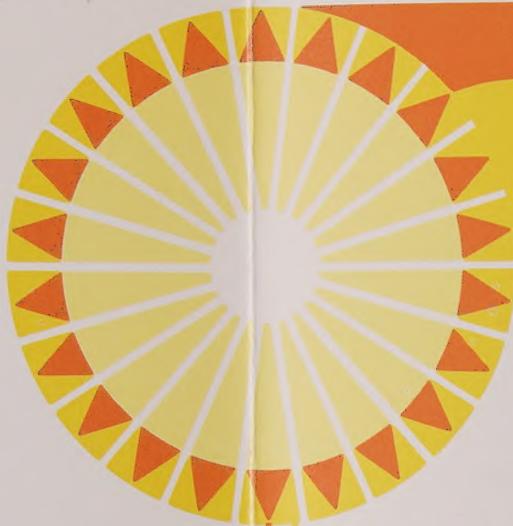
And there's more to do in that sunshine. Everything under the sun! For the sports minded, there's big league professional sports no matter what the season. If your preference is to participating, all that sunshine means year-round weather for golf, tennis, boating, jogging and more.

The entertainment is first rate, too. Whether you want to take in a symphony or ballet performance, a musical, little theater program or rock concert, the options are available Spring, Summer, Fall and Winter.

Oakland is a port city, thus it is a microcosm of the world. Here you'll find art, music, architecture, culture and languages from all over the world. The cuisine is international and plentiful, and there are menus to fit every purse and mood.

It is your best bet for a convention or meeting site, especially in this energy-conscious era. Accessibility is the key. Oakland International Airport is ten minutes from downtown and BART — the 71-mile Bay Area Rapid Transit System — is nearby to whisk you in and around the entire Bay Area in minutes. Oakland has an outstanding network of freeways, and one of the most comprehensive and convenient bus systems in the United States. It is also a key terminus for the AMTRAK system.

These factors, along with an outstanding array of hotels, motels and meeting space, plus Oakland's year-round sunshine and unlimited recreation and entertainment activities, creates a pleasurable environment for conducting business and for leisure hours of real fun and relaxation.



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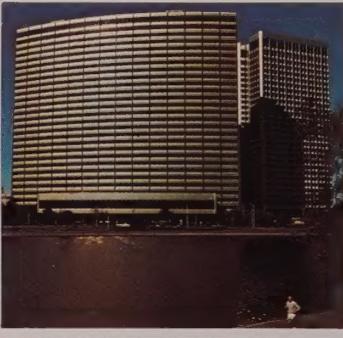
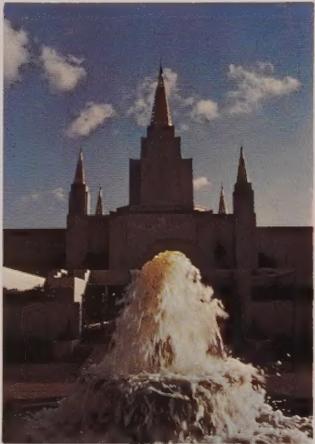
UNIVERSITY OF CALIFORNIA

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Oakland is a vibrant, growing community blending the best of the past with the new. The architecture of the area is eclectic as is the community. Outstanding examples of Victorian architecture are present throughout the city. Victorians add interest and charm to the campuses of both Mills College and California College of Arts & Crafts. An imposing landmark of the area is the Mormon Temple located in the Oakland hills with a commanding panoramic view of the Bay Area.

The Oakland Museum is like a modern Babylonian Temple with its hanging gardens, reflecting pools and sculpture patios. Inside you'll find a showcase devoted to the Art, History and Natural Science of California.

The glorious art deco Paramount Theatre of the Arts plays host to symphony, ballet and rock performances, plus travel shows, musicals and top individual artists.



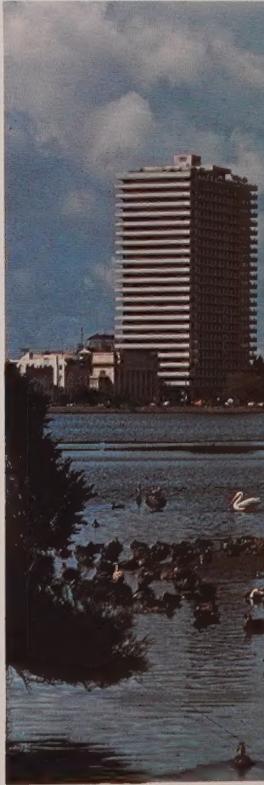
everything under the sun

Lake Merritt, in the heart of Oakland, is a 155-acre body of salt water that offers a restful retreat in a busy city. The lake mirrors the office buildings and apartments standing along part of its shore.

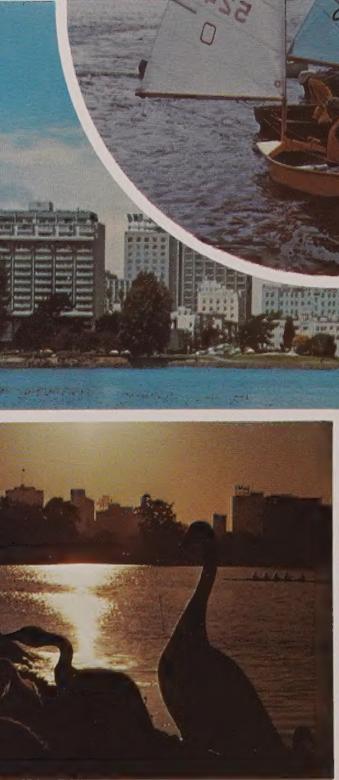
Elsewhere around the lake, stroll along tree-shaded paths, relax on a grassy knoll, marvel at the blooms in Lakeside Park Garden Center, feed the ducks in America's oldest wildlife refuge or explore a

storybook paradise where dreams come true in Children's Fairyland. On any given day, dozens of tiny sailboats ripple the lake's surface.

Relaxation isn't limited to Lake Merritt. There are 64 other parks in the city plus Morcom Amphitheater of Roses and the Victorian splendor of Dunsmuir House and Gardens, a historical, horticultural and cultural center.



Eight minutes from downtown Oakland, into the hills, is a wilderness where tall redwoods grow and deer are in abundance. Over 41,000 acres of parklands have been preserved by the East Bay Regional Park District. Horseback riding, fishing, swimming, hiking and picnicking are available for family enjoyment. The still redwood groves remain cool and green no matter what the season.



everything under the sun

Waterside communities are home ports of yachtsmen and fishermen, havens for weary commuters, destinations for tourists and gathering places for artists. In the Jack London Square, Jack London Village and Embarcadero Cove areas, you can dine in a relaxed, comfortable atmosphere while enjoying a spectacular marine view. Later, stroll the waterfront and relive the London era; or browse through the specialty shops and import houses that offer distinctive gifts from all over the world. After dark, these areas abound with dancing, good listening and frivolity.

Conventional shopping is in abundance in the

downtown area, along with some pleasant surprises tucked away on mid-town streets. Step into another world in Chinatown and be sure to sample the oriental dishes that prove an epicurean's delight.



The Oakland/Alameda County Coliseum Complex is a year-round entertainment palace. The top teams in major league sports call this home. Some of the top names in entertainment play the Coliseum; and there's always an event from an ice show, circus to rock concert to suit your taste.

If you choose to be a participant rather than a spectator, Oakland's year-round sunshine means golf, tennis, sailing, fishing, cycling, hiking or any outdoor activity any time of the year.

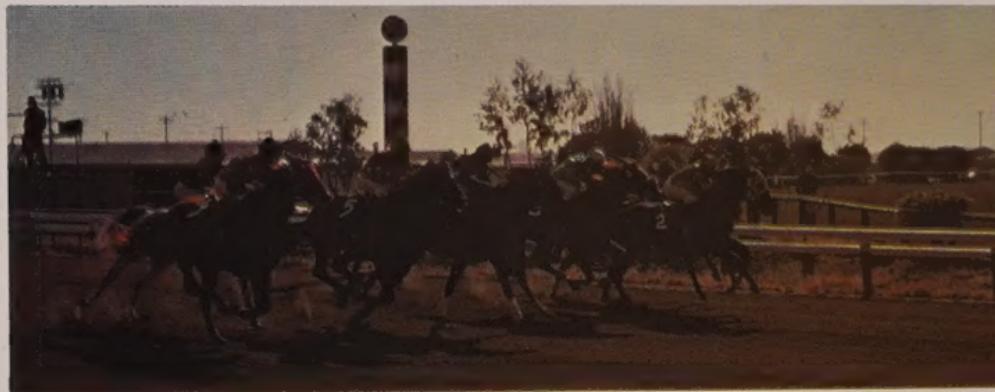
For the young or young at heart, see nursery rhymes come alive at Children's Fairyland or treat your family to the Oakland Zoo, where animals are

touchable in the Baby Zoo. Here you can ride the Jungle Lift over the African Veldt or take a train ride circling the zoo. An atmosphere of freedom in settings that transport you to distant lands.

Oakland's first class accommodations are plentiful and diverse. You can choose between deluxe, modern facilities near the airport, gracious elegance in the Oakland hills, or convenient locations in the central business district or Jack London Square. There's even accommodations on the water, where you can dock your yacht. Major convention and trade show facilities are available for large groups. In Oakland, you'll find the meeting and banquet space to handle your every convention need.



Oakland is not only a stopping-off point, it's a starting point. A few minutes away by BART, car or bus are the attractions of San Francisco. Go deep sea fishing or just pleasure cruise on the bay. See a horse race. Visit Marine World or Great America. Take the time to drive or tour by bus the Wine Country, the Gold County, the Delta, scenic Monterey and Carmel, Yosemite National Park or Lake Tahoe.



With Oakland as a starting point, you can go surfing and snow skiing on the same day.

Oakland has it all. Everything under the sun.



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Convention & Visitors Bureau
Oakland Chamber of Commerce
1939 Harrison Street, Oakland, CA 94612
415/451-7800

